

ABSTRACT OF THE DISCLOSURE

5 A detection apparatus includes a tuner tuned to
the program and a meter coupled to the tuner and arranged to
detect content ancillary information from the program tuned
by the tuner. The content ancillary information may be a
media link, closed captioning information, or the like. The
meter may also be arranged to extract a broadcast signature
from the program. A comparator compares the broadcast
signature to a reference signature selected from a library
of reference signatures based upon the content ancillary
information. Broadcast signatures from unknown programs may
be clustered at least partially on the basis of the content
ancillary information.